Customer Service

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"Shake to Feedback" and choose Support for questions or comments about this policy.

Customer Discrimination

Discrimination is never tolerated. All people must be treated with a consistently high level of respect, courtesy, and service.

General Overview

Discriminating against any person because of race, color, religion, gender, national origin, citizenship, age, disability, sexual orientation, or other characteristic, is against the law.

Do

- Notify your leader immediately if you receive a verbal or written complaint of discrimination.

Do Not

- Do not discriminate in any way against anyone—employees, customers, or other business contacts—under any circumstances. This includes discriminating against a customer who you may believe (or know) is purchasing with the intent to resell.

Customer Feedback and Email

Customers may wish to provide feedback about our products, services, or our stores.

General Overview

In order to provide accurate and timely responses while protecting the Apple brand, all customer feedback should be directed to your Store Leader or Market Leader.

Do

- Direct customer complaints to your Store Leader.
- If a customer threatens legal action against an Apple employee, store, or the company in general in any written form, follow the Legal Threats policy on RetailMe.
- Ensure the customer's email address is included in the body of the message (not in the To, CC or BCC fields) when forwarding messages to your Market Director or Global Store Support.

Do Not

- Do not say that you cannot assist a customer any further because of a threat of legal action.

Additional Resources

- See the Legal Threats section in the Legal and Law Related policy on RetailMe.
- See Customer Email Templates & Phone Scripts on RetailMe.

Customer's Personal Packages

We are happy to hold Apple purchases, but cannot hold purchases from other stores.

Do

- Hold a customer's Apple Store purchases while they finish shopping, if requested. Print a duplicate receipt and attach it to their purchases. Secure the purchases in a locked cage in the Back of House.
- Inform the customer we can only hold their purchase until the end of the business day.

Do Not

- To protect our customer's belongings and to protect Apple Inc. from liability, do not hold customer purchases unless they were made in your Apple Store.
- Do not use Work Authorization forms for holding product—these are only for repairs or items left at the Genius Bar for testing.

Procedure

1. Print a paper receipt for the customer.
2. Print a duplicate receipt and attach it to their purchases.
3. Secure the purchases in a locked cage in the Back of House.
4. Check the customer's receipt upon pick up to ensure it matches the duplicate receipt.

Customer Privacy

Apple's Privacy Policy is a promise to our customers. It is absolutely vital to the success of our stores that we maintain our customers' trust by respecting and protecting our customers' personal information.

General Overview

Our customers entrust Apple with the safeguarding of their personal information almost every time they interact with our stores—whether during a purchase, a workshop session, or a repair at the Genius Bar. Therefore, it is absolutely vital to the success of our stores that we maintain our customers' trust and loyalty by respecting and protecting personal information. Personal information may include any data or any combination of data that can be used to identify, contact, or locate an individual, such as: name, address, phone number, Social Security number, credit card numbers, driver's license information, and email addresses.

What is the right way to handle a customer's personal information? Perhaps the most important rule is the simplest—treat other people's information in the same way you would want your own or your family's information treated.

Customers can view Apple's full Privacy Policy online: https://www.apple.com/privacy/.

Do

- Treat customers' information as you would want your own information treated.
- When in doubt, do not share information. You should never feel pressured to respond to any request for information.
- Escalate any situation where you're concerned or not sure to your manager or Legal.
- Safeguard personal information, keeping it away from those who don't need to see or hear it.
- Collect as little and the least sensitive information as possible to meet your business needs and keep it only as long as you need it.
- Use "optout@apple.com" when our systems require a customer's email address and the customer does not wish to provide one.
- Put customers first; without our customers' trust, we don't have a business.

Do Not

- Do not sell or exchange a customer's personal information.
- Do not send or back up a customer's personal information to places outside of Apple's firewalls or to personal devices.
- Do not use a customer's personal information without the customer's permission.
- Under any circumstances, do not install or run a proxy server in any store. Use of a proxy web server to cache pages violates this policy.
- Do not send communication to customers via email without the consent of the Market Support team, who will provide explicit direction and templates when required.
- Do not copy (cc:) other customers on email sent to a customer; this constitutes "sharing" the customer's email, and it is a violation of a customer's right to privacy.
- Do not disclose customer information, including repair details, to anyone without partnering with a manager first.

Additional Resources

- See Apple Privacy Policy Training.

Customer Shipping

As a service to our customers, we will ship their packages within the domestic state of purchase.

General Overview

We will ship customer's purchases within the domestic state of purchase. However, Apple strictly prohibits shipping products outside of the country, state, or province in which they were purchased. Use domestic shipping on an as-needed basis.

The shipping options are:

- FedEx Ground
- FedEx Two-Day
- FedEx Priority Overnight

- These options all include insurance.

- There is no additional charge for Saturday pickup. If you require a pickup from FedEx on a Saturday, you will need to call and request the pickup.

- Because we are acting as a shipping agent, tax on the product will not be adjusted based on shipping address and will, instead, be charged at the shipping store's rate.

Do

- Offer to ship on an as-needed basis.
- Only waive shipping fees only for escalated customer service issues.

Do Not

- Do not ship products outside of the country, state, or province in which they were purchased.
- Do not accept phone orders and ship product. Customers must be present in the store to provide a shipping address.

Procedure

1. Factor the total number of boxes to be shipped and communicate the shipping charges to the customer.
2. Let the customer know that we are acting as a shipping agent and to direct any questions and concerns about deliveries to FedEx.
3. Complete the Domestic Shipping Form and make a copy for the customer. If the shipping will be processed later, you can call the customer with the FedEx tracking number.
4. Process the complete transaction at POS.
5. Have the Back of House team process the shipment in FedEx Ship Manager.
6. Enter the value (net sale total) of the product. This must be included for insurance purposes.
7. The customer's receipt number must be keyed in the Reference Number field to ensure proper crediting and to avoid chargebacks to your store. Search RetailMe for the Domestic Shipping Form. International shipping is not available from retail stores.

Lost Packages

Since all packages include insurance, if a customer claims he or she did not receive the package from FedEx, the customer should contact FedEx to file a claim for reimbursement. You may provide the customer with the tracking number again if needed. In addition, notify RFL at 800-254-0008, option 2, then option 1, to ensure proper tracking and crediting.

Additional Resources

- Go to StaplesLink to order shipping boxes.

Customer Manufacturer Warranty Inquiries

We are required by law to assist our customers with warranty information for all products carried in our stores.

General Overview

If a customer asks for manufacturer warranty information for either an Apple or third-party product prior to or after purchase, you are required to provide the applicable warranty information to the customer.

Do

- Locate warranty information by visiting the applicable link on apple.com/legal/warranty/ or searching a third-party site and print a copy for the customer, if requested.
- When a customer adds AppleCare to a purchase, let the customer know that the Terms and Conditions will be on a link in their receipt. Confirm the customer knows and understands how to access the Terms and Conditions.

Procedure

1. Locate hardware product warranties at apple.com/legal/warranty/. Locate software license agreements at apple.com/legal/sla/.
2. Locate third-party warranties from the individual product's company website.
3. Before purchase, if you cannot locate a third-party product online, open the product package to provide the customer a copy of the enclosed warranty for his or her review.
    - If you don't need to break a seal to open the product, repackage it and put it back on the salesfloor.
    - If you do need to break a seal, have your Inventory Specialist process the product as a Return to Warehouse (RTW) item.
4. After purchase of third-party products, contact the manufacturer directly for information regarding the manufacturers' standard warranties. In most cases, that information can be found on the Apple Online Store by searching for the item and selecting Manufacturer Information.

Disabled Customers

The Americans with Disabilities Act (ADA) requires that all people have equal access to our stores.

General Overview

Businesses are required to make reasonable modifications to policies, practices, and procedures when necessary to accommodate customers with disabilities. The following guidelines provide guidance about modifications you may make.

Do

- Accommodate customers who use a wheelchair by moving products or fixtures that block their mobility around the store.
- Use the pull-out counter at the Genius Bar for appointments.
- Accommodate hearing-impaired customers who require sign-language interpreters for workshops, appointments, and training. We ask that these customers make their requests at least 72 hours in advance.
- Provide in-store guidance to sight-impaired customers.
- Ensure the disabled customer is provided the same experience as an able bodied customer by making reasonable accommodations, like offering an interpreter to be scheduled at a later date.
- Allow disabled persons and licensed trainers who are accompanied by service animals access to our stores without interference.

Do Not

- Do not make assumptions about needs, wants, abilities, or disabilities. Instead, simply ask how you can help.
- For your personal safety, do not approach a pet or service animal without permission from the owner.

Procedure

1. Reach out to your Retail Assistant to discuss pricing, payment methods, and terms prior to hiring an interpreter.
2. If you need any assistance with making accommodations for a customer, contact your Market Leader or Global Store Support.
3. Mall stores should reach out to mall management to see if there are existing interpreters available.

Lost/Found Items and Money

Apple will hold lost items found in store for customers for 30 days.

General Overview

All lost or found items are recorded and tagged in the Lost and Found Log. Items not claimed within 30 days must be donated to a nonprofit charitable organization of the manager's choice.

Do

- Log all lost and found items in the Lost and Found Log for accurate and up-to-date records.
- Attach a Hold or Lost and Found tag to the logged item with the date, time, and any other known information.
- Contact the customer to let him or her know you have the item, if possible.
- If money is found, include it in your end-of-day deposit and record as a deposit variance on the POS Log.
- Two staff members must witness the logging and tagging of any lost money, bank or gift cards, or driver's licenses and identification cards.

Do Not

- Do not accept responsibility for lost items or money.
- Do not distribute any lost items to employees.

Additional Resources

- See the Lost and Found Log on RetailMe.

Product Holds

We can hold nonconstrained product until the end of the business day.

Do

- Clearly label all customer holds with a hold tag and store in your designated, secure hold area of the Back of House.
- Place held product back in stock at the end or start of each business day.
- Use manager discretion to determine if a product is inventory constrained. For launch products, refer to launch communication for hold policies.

Do Not

- Do not hold customer purchases from other retailers.
- Do not hold any constrained or new items for customers, including business customers—these are sold on a first-come, first-served basis.
- Do not hold product for employees. Employee holds are not permitted.

Recommending Other Service Providers

We are permitted to recommend certain authorized third-party service providers to our customers.

General Overview

We are permitted to inform customers of other Apple Authorized Service Providers (AASP), Apple Authorized Distributors (AAD), or members of the Apple Consultants Network (ACN).

Do Not

- Do not distribute business cards or other collateral from non-Apple Authorized providers.

Additional Resources

- See http://www.apple.com/buy/ for a complete list of authorized third-party service providers.
- Visit Support.apple.com for guidelines on recommending third-party service providers.

Celebrities and the Apple Store

When celebrities or VIPs are visiting an Apple Store, they are entitled to our world-class service and our respect for privacy and confidentiality.

General Overview

One of the greatest things about being the rock star company that we are, is that some of the world's most famous people are among our best customers. Most celebrities or VIPs want to be treated with the same respect we show every customer when they visit our stores, and when they come to the Apple Store, it's you and the products they want in the spotlight, not themselves. VIPs could include royalty or dignitaries.

Do

- Respect celebrities' privacy and confidentially as you would with any customer.

Do Not

- At no time, should any Apple employee request to take a celebrity's photo or obtain an autograph.